

# WISCONSIN TRAFFIC SAFETY REPORTER

MAY/JUNE 2000



## FOCUS ON Youth Alcohol Prevention & Education



by Anne Nowak

Youth Alcohol  
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Did you know that the WisDOT Bureau of Transportation Safety (BOTS) has a Youth Alcohol Prevention and Education Program? This program focuses on reducing the number of 15 to 26 year olds killed or injured in traffic crashes.

The program's philosophy views young people as resources rather than treating them as problems to be "fixed." Building developmental assets (positive experiences) in young people is a proven strategy to prevent risky behaviors such as drinking and driving. Activities funded through the program center on building developmental assets and involving youth in all stages of program development and implementation.

To reduce the involvement of young people in traffic crashes, we need to work together at the community and state levels to see the big picture. We must understand that by dealing with the overall health and behavior choices of young people, we can influence the choices they make while on the road. It is time to look at young people as individuals, not just at the specific risky behaviors in which they are involved. Prevention programs which foster developmental assets can reduce risky behavior among youth and increase positive experiences in their lives. This is our ultimate goal! I look forward to working with many of you in our efforts toward this goal.

*continued on page 2*

## Wisconsin adopts Graduated Driver Licensing

Wisconsin's new Graduated Driver Licensing (GDL) system, which went into effect February 1, gives novice drivers the opportunity to gain knowledge and improve their driving skills under the supervision of an experienced mentor. Thirty additional hours of driving practice—including 10 hours of night driving—are now required.

Provisions of the law that go into effect September 1 include:

- Number and age of passengers are restricted for the first nine months.
- No driving from midnight to 5:00 AM for the first nine months, except in certain situations.
- While holding a probationary license, points are doubled for all violations after the first one.

In 1999, 16-19 year olds were only 6.3% of all licensed drivers, but they were 15.1% of all drivers in crashes (WisDOT *Wisconsin Traffic Crash Facts*).

Teen drivers involved in crashes are more likely than other drivers to be reported as speeding, driving too fast for conditions, failing to control, following too closely, and driving inattentively. Teens were 9.8% of all drivers listed as "had been drinking" and 15.5% of those suspected of using other drugs, according to the possible contributing circumstances (PCCs) entered on crash reports.

For more information check the Web at [www.dot.state.wi.us/dmv/GDLchanges.html](http://www.dot.state.wi.us/dmv/GDLchanges.html), call (608) 266-2353, or get a copy of the *GDL Supplement to the Wisconsin Motorist's Manual* and a GDL brochure from your local WisDOT customer service center.

## Grants available from WisDOT-BOTS

For the 2001 funding cycle (October 1, 2000–September 29, 2001), BOTS plans to make the following grants available to assist Wisconsin communities in reducing youth involvement in car crashes. This plan is still in the early stages and is subject to change. Application materials will be mailed to eligible colleges in mid-May and eligible high schools in August.

*Continued on page 3*

## Operation Teen Buckle Down A program for your school?

*Operation Teen Buckle Down*, modeled after Illinois's *Operation Cool*, is an incentive program designed to increase safety belt use by teen drivers and passengers. The program includes incentive prizes chosen by students, an education program, and strong positive law enforcement presence.

When community patrol officers find teens wearing their safety belt, a "reward ticket" is issued recognizing their choice to "buckle down" and making them eligible for prize drawings.

*Continued on page 2*

**GDL will  
help teens  
drive safer,  
live longer.**

### Simulation

At Madison La Follette High School, paramedics and fire-fighters respond to a simulated crash in which the driver was not wearing a safety belt. *Operation Teen Buckle Down* promotes safety belt use and safe driving for teen drivers, who are more likely to be in a crash than any other age group. Safety belt use is lowest among those age 16 to 25.



MIKE DEVIRES / THE CAPITAL TIMES

### Youth Alcohol Prevention and Education from page 1

When communities consider the options for dealing with underage drinking, law enforcement needs to be included in the picture. Local officers, who have seen the results of crashes involving teens and who sincerely want to help prevent such outcomes, need the support of their community and the judicial system for their efforts to be successful.

BOTS funds enforcement programs like *COPS IN SHOPS* and *Party Patrol* (see article at right) which take a comprehensive approach to preventing underage alcohol procurement and consumption. When officers intervene at drinking parties, they stop impaired teens from driving or riding in a vehicle, and give citations. Parents often report that such intervention was the first time they were aware of their teen's drinking. Apprehension provides opportunities for alcohol education for both teens and their parents, and this can help prevent future problems.

Mary Miller, WisDOT-BOTS  
Police Traffic Services Program  
(608) 267-3155

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## COPS IN SHOPS and Party Patrol

To help reduce underage drinking, WisDOT funds the Comprehensive Alcohol Risk reDuction (CARD) project. CARD gives officers two programs—*COPS IN SHOPS* and *Party Patrol*—which provide increased undercover and uniformed patrols, and “zero tolerance” for violators.

Designed to reduce alcohol availability at retail and licensed serving establishments, *COPS IN SHOPS* is a collaborative project—not a “sting operation”—between law enforcement, participating retail establishments, prosecutors and judges. Support for compliance is fostered by improving the awareness of retailers, their clerks and servers. Training includes how to detect fake, altered or borrowed identification (FAB ID) and then undercover officers work establishments posing as employees or customers.

*Party Patrol* deters underage drinking parties with police activities in areas with a history of parties or where local intelligence indicates a party will occur. Compliance checks of retail and serving establishments are sometimes included. Public information and education are vital, especially on how drinking increases the likelihood of being in a traffic crash.

Contact Mary Miller, WisDOT-BOTS  
(608) 267-3155

[mary.miller@dot.state.wi.us](mailto:mary.miller@dot.state.wi.us)



### Wisconsin's Crash Clock for 16-19 Year Olds

Crash Type	Frequency	1999	1998
Teenage drivers in property damage crashes	One every 25.3 minutes	20,767	19,364
Teenage drivers in injury crashes	One every 43.4 minutes	12,123	12,068
Total teenagers injured	One every 49.3 minutes	10,663	10,553
Teenage drivers injured	One every 1.3 hours	6,578	6,357
Passengers injured	One every 2.4 hours	3,640	3,702
Passengers injured or killed with teenager driving	One every 3.5 hours	2,472	2,482
Teenage pedestrians injured	One every 2.2 days	163	174
Teenage motorcyclists injured	One every 2.6 days	141	155
Teenage drivers involved in fatal crashes	One every 2.9 days	125	131
Teenage bicyclists injured	One every 2.9 days	124	139
Total teenagers killed	One every 3.9 days	93	99
Teenage drivers killed	One every 7.9 days	46	56
Teenage passengers killed	One every 9.1 days	40	32
Teenage moped users injured	One every 21 days	17	26
Teenage pedestrians killed	One every 91 days	4	6
Teenage motorcyclists killed	One every 122 days	3	4
Teenage bicyclists killed		0	1

### Operation Teen Buckle Down

continued from page 1

The optimum program is 3–4 months so drivers and passengers develop the habit of buckling up each and every time they get into a vehicle.

Funded by BOTS, this program was piloted at DC Everest and Nekoosa High Schools in the spring of 1999 with great success. DC Everest increased safety belt use from 40% to over 70%, while Nekoosa saw an increase from 26% to 70%! Programs are currently running at Wausau West High School and three Madison schools.

In one case, the Nekoosa program succeeded dramatically. In September 1999, two Nekoosa High School graduates who had participated in the program were in a five-car crash resulting in one fatality. All emergency personnel responding to the crash agreed that these two survived primarily because they wore their safety belts.

BOTS mini-grants are available for communities to initiate this program (see page 3). For more information, including a copy of a manual outlining program components, implementation challenges, sample materials and results, contact BOTS state program managers Anne Nowak, (608) 266-9394 or Don Hagen, (608) 267-7520.



The *Wisconsin Traffic Safety Reporter* is published by the Bureau of Transportation Safety, Wisconsin Department of Transportation. Its purpose is to promote transportation safety, to recognize worthwhile programs, to educate and to share ideas with safety professionals.

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Highway Traffic Safety Administration.

## To save precious lives ...

Many people worked together to pass Wisconsin's GDL bill, including two parents who lost teenage children in car crashes.

Dave Greening of Ripon lost his 15-year old son Kris in a November 1997 car crash. The 17 year old driver had been driving just over a year and had received his second speeding citation five days earlier. Instead of the small pickup truck he normally drove, his father had given him the keys to his high performance sports car, and before the crash he chose to go down a road known for its roller coaster hills at speeds reported to be as high as 120 mph. The car slid sideways nearly 200 feet before entering a ditch and flipping end over end almost another 200 feet before finally being catapulted over a gorge through tree tops to another road below.

Several weeks later when Dave read an article about AAA's initiative to pass GDL laws in all 50 states, he realized that had this law been in place his son might still be alive. At that moment he decided to do whatever he could to help, and he began working with his state representative, Luther Olsen, as well as representatives from AAA and WisDOT, to support Wisconsin's GDL bill.

In July 1997, Keith Miller's 16-year old daughter Tobi and

her boyfriend were driving on a two-lane county road in northern Wisconsin. The boyfriend, who had been driving for only eight days, was at the wheel, and there were no witnesses to the crash, but this much is known. He was driving well in excess of the speed limit. As he entered a curve, he locked up the brakes, the car left the road and hit a tree head-on. The back of the car slid out, the right front tire blew, and the car became airborne. It clipped some trees at 15-20 feet in the air and came to rest on its top in a marshy area. Tobi died instantly. Her boyfriend suffered moderate injuries and later was cited for several moving traffic violations.

Miller likewise determined to do whatever he could to help, and, for example, in the spring of 1998 he and his 12-year old daughter spoke before the Assembly's Transportation Committee about losing a family member in a car crash.

Young lives can't be brought back, but GDL will help save precious lives in the future.



Kris Greening (top) and Tobi Miller

### WisDOT-BOTS grants *continued from page 1*

#### Available grants

**Operation Teen Buckle Down** (see page 1) is an incentive program designed to increase safety belt use by teen drivers and passengers. Program includes incentive prizes, an education program, and strong positive law enforcement presence.

**ELIGIBILITY:** Communities with strong community policing and/or a school liaison officer willing to oversee this program, and which can solicit donations from local businesses.

**FUNDING:** \$4,000 maximum ■ **APPLICATION DUE:** 10/30/2000\*

**Community Initiative** assists high schools and communities in educating young people about making safe driving choices.

**FUNDING:** \$1,000 maximum ■ **APPLICATION DUE:** 10/30/2000\*

**REQUIREMENTS:** Communities cannot apply for both this grant and the Youth Development grant (see below).

**Youth Development** assists communities which are in the initial phases of implementing a youth development model to increase healthy behavior among young people.

**ELIGIBILITY:** Communities in the early stages of implementing a youth development model.

**FUNDING:** \$5,000 maximum ■ **APPLICATION DUE:** 10/30/2000\*

**Young Adult Impaired Driving Prevention** helps post-secondary institutions develop and implement innovative programs to reduce 21-26 year-old drinking and driving.

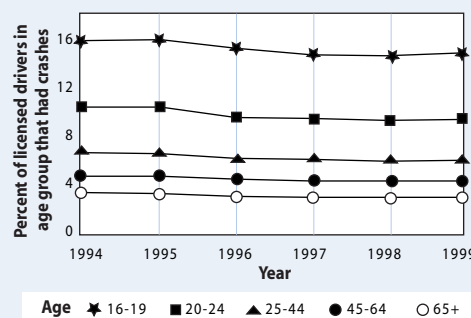
**ELIGIBILITY:** Post-secondary institution/community identified through BOTS crash data.

**FUNDING:** \$7,000 maximum ■ **APPLICATION DUE:** 10/1/2000\*

\* Late applications MIGHT BE considered. NOTE: There might be funding available to assist communities in replicating Dane County's Mobile Eyes program (see Traffic Safety Reporter, 12/99, page 1) which applies the neighborhood watch concept to our streets and highways; a \$100 cash award is offered to anyone whose 911 cell phone call leads to an OWI arrest.

Contact Anne Nowak, WisDOT-BOTS, (608) 266-9394  
anne.nowak@dot.state.wi.us.

#### Drivers in crashes by age



Drivers 16-19 years old are more likely to be in a traffic crash than any other age group; nearly one in seven had a crash in 1999.

In 1999 in Wisconsin, traffic crashes claimed the lives of 93 teens ages 16-19. This compares to 99 in 1998 and 85 in 1997. For two out of three 16-19 year old drivers killed in a crash, it was their first and last crash!

### Carrying passengers; a risk factor for teens

With a teenager behind the wheel, as the number of passengers increases so does the likelihood that the driver will die in a crash. This is the conclusion of a study by the Johns Hopkins School of Public Health.

Sixteen-year-olds carrying one passenger were 39% more likely to get killed than those driving alone. That increased to 85% with two passengers and 182% with three or more. Data also shows that teen crash rates increase after 10 PM and even more dramatically after midnight.

Study published in *JAMA* (Journal of the American Medical Association), March 22/29, on the Web at [jama.ama-assn.org/issues](http://jama.ama-assn.org/issues).

Passengers also influence safety belt use. WisDOT data on teen drivers and their passengers who were killed or seriously injured in 1999 crashes show safety belt use was 52% in driver-only crashes; 43% when passengers were present.

## College Prevention Resource Program

In 1996-97, WisDOT conducted meetings across the state with prevention specialists at post-secondary institutions to discuss their needs working with college-age students. Our goal was to learn how to better help them, particularly with combating impaired driving. We found that they:

- have little knowledge of where to find resources about impaired driving.
- need a communication network for discussion and keeping up-to-date.
- have many student health responsibilities, and the more ready-to-use resources they can obtain, the more likely they are to conduct impaired driving programs.

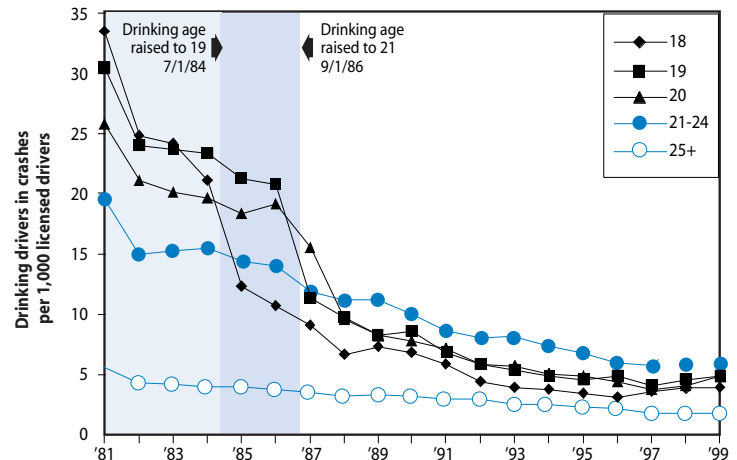
The College Prevention Resource Program is a direct response to these needs, and BOTS is working with the Wisconsin Clearinghouse for Prevention Resources (WCH) to provide the following by August 2000:

- Information on successful impaired driving prevention programs, current state and national impaired driving

statistics, and resources on the WCH Web site at [www.uhs.wisc.edu/wch/](http://www.uhs.wisc.edu/wch/).

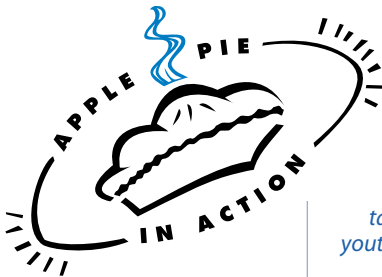
- Up-to-date and effective alcohol and impaired driving materials available at low or no cost.
- E-mail discussion group by which college prevention specialists share information and ideas.

Crash rates for drinking drivers



Contact Anne Nowak, BOTS (see page 1) or Emi Narita, WCH prevention specialist (608) 262-7469

[enarita@facstaff.wisc.edu](mailto:enarita@facstaff.wisc.edu)



### Apple Pie in Action

## Communities helping kids thrive

by Rick Brooks

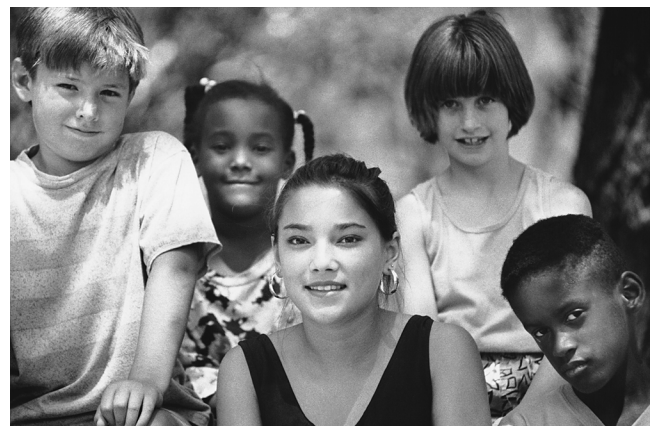
*How can you attract more than 1,500 people to talk about working together for safe and healthy youth and communities?*

An award-winning project called *Apple Pie in Action: How Communities Help Kids Thrive* did just that last fall. By viewing a satellite video broadcast and using the old-fashioned approach of serving home-made pie, 65 communities across Wisconsin tapped into local and state-wide expertise. Law enforcement officers, business leaders, health officials, youth agency personnel and parents came together to share ideas during brown bag lunches. They learned practical approaches to building safe community coalitions, and they talked about seeing young people as resources for volunteer service and assets for community improvement. And yes, they baked and ate pies.

*Apple Pie* was originally funded by the state's Maternal and Child Health Education and Training Institute, and UW-Cooperative Extension agents hosted more than 40 sites. Lutheran Brotherhood, a national partner of

the Search Institute of Minneapolis, provided educational materials about building developmental assets for children. Northwoods Coalition, supported by the Marshfield Medical Education and Research Foundation, helped attract local participants by working with WisDOT-BOTS.

Obtain local host training materials, videotape and participant handouts from UW-Madison's Health Promotion Project, (608) 265-4079.



## Court in the Schools

by Nancy Anne Livingston

In high schools all around Wisconsin, this program shows students that real-life mistakes have painful consequences. One morning this spring in Eagle River, for example, Judge James Mohr, Vilas County Circuit Court, took his court to the Northland Pines High School auditorium and heard two pleas with the sophomore class in attendance. The shackled, jail-garbed men who were brought into the school under law enforcement escort were a lesson in themselves. One man's offense—5th-time operating a motor vehicle while intoxicated, the other's—burglary (to support a gambling addiction). Upon completion of their court session, both men read a prepared statement.

After the hearings, six panel members—two of whom were serving jail time—described how wrong choices led to addictions and unhealthy lifestyles. Students, many of them soon to get their driver license, asked questions during the two hour session where you could have heard a pin drop. That very afternoon, one student admitted himself for treatment at a rehabilitation facility.

Contact Nancy Anne Livingston, Youth Development Agent, Vilas County UW-Extension, (715) 479-3749, nancy.livingston@ces.uwex.edu or Rich van Benschoten UWEX coordinator for Court in the Schools and Teen Court, (608) 262-5020, vanbenschoten@admin.uwex.edu.

## Pre-prom safety awareness

by Connie Abert

Young people—inexperienced and dazzled by unrealistic media images—often feel invulnerable, sometimes with tragic results. All around Wisconsin high schools hold programs before prom, graduation and other big events to help students understand the danger of drinking and driving.

Waupaca County UW-Extension (UWEX), for example, has helped pull together a broad local coalition of community organizations, parents, teens and key professionals for programs which typically include a video about alcohol-related crashes, a panel discussion, and an open discussion in which students describe how impaired driving has affected them.

In some programs a young woman discussed an alcohol-related crash she survived at age 13. Judge John Hoffman, Waupaca County District Court, describes the civil and criminal penalties that come with an OWI conviction, and the possibility of pre-employment screening investigations that focus on alcohol and drug use, citations, arrests, and convictions. Local law enforcement, insurance, and AODA (alcohol and other drug abuse) professionals share their perspectives. An emergency room doctor and an EMT describe the reality of a crash scene.

Contact Connie Abert, Waupaca County UWEX, (715) 258-6230, connie.abert@ces.uwex.edu, or Rich van Benschoten, UWEX, (608) 262-5020, vanbenschoten@admin.uwex.edu.



## Healthy life choices

### Getting kids' attention

Working with WisDOT and Motivational Productions, high schools all around Wisconsin are offering *Chances or Choices*, a big-screen multimedia school assembly program which conveys to students the importance of making healthy life choices.

Using the most up-to-date movies, music and stories via digital video projectors, this fast-paced 40-minute motivational show discusses: attitudes and influences facing teens, choices with long-term consequences, ways to make wise choices, violence prevention and learning tolerance, driving safely, and healthy alternatives to using alcohol and other drugs. For follow-up teaching to increase the program's effectiveness, participating schools also receive a CD-ROM curriculum which includes lessons and a survey on the show's impact.

Cost: \$500 per school (includes the curriculum). When teachers use these lesson plans, we suggest they bring in a law enforcement representative (state trooper, local or school liaison officer) to talk with students.

For the 1999-2000 school year, BOTS funding is no longer available, but BOTS plans to again sponsor Wisconsin high schools in receiving new Motivational Productions shows for the 2000-01 school year.

To schedule a show, schools can call Motivational Productions at (800) 722-4945 or check their Web site at [www.motivationalpro.org](http://www.motivationalpro.org). New programs will be available in fall 2000.

**Wisconsin Clearinghouse for Prevention Resources** produces and disseminates educational materials, offers prevention services, and provides information throughout Wisconsin and around the nation. These resources promote resiliency and help to build healthy individuals, families, and communities. The clearinghouse is a unit of University Health Services at UW-Madison; (800) 322-1468, [www.uhs.wisc.edu/wch/](http://www.uhs.wisc.edu/wch/).

## YES Ambassador engages youth

by Aimee Ray

*Youth Engaged in Service (YES) Ambassador* program helps youth all around Wisconsin get involved in volunteering and youth leadership. On a typical day a *YES Ambassador* might work with a group of teenagers to help them plan a community service project, speak out about asset building, or help a state organization plan how to involve youth in public leadership.

Volunteering and youth leadership help build developmental assets in young people—positive activities,

*Continued on page 7*

*Volunteering and youth leadership help build developmental assets in young people*

MAY/JUNE 2000

# WHSP Partners

WISCONSIN HIGHWAY SAFETY PARTNERSHIP

The Wisconsin Highway Safety Partnership (WHSP) fosters better communication and cooperation among all kinds of public and private organizations which promote traffic safety. ■ In this WHSP section of the *Traffic Safety Reporter*, four members of the partnership are profiled.

*"WHSP has the potential to be Wisconsin's most important state-level forum for traffic safety information-sharing and common action."*

— Ernie Stetenfeld

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**Ernie Stetenfeld**

AAA Wisconsin

Ernie is vice president of public and government relations for AAA Wisconsin, a not-for-profit motor club serving the state's 560,000 AAA members. He is responsible for traffic safety services; public policy advocacy; business planning process; and member, media, government, and community relations.

What Ernie appreciates most about working for AAA Wisconsin is that traffic safety is close to his organization's corporate heart.

His department is involved in a broad array of safety efforts: distracted and fatigued drivers; deer-vehicle collisions; impaired driving countermeasures; pedestrian and bicycle safety; occupant protection; truck safety; driver education material supply; aggressive driving; incident management; and intelligent transportation systems. Ongoing support and supply for school safety patrol programs remains an important focus.

He feels his most important traffic safety role has been advocacy for the graduated driver licensing (GDL) law passed last year (see page 1).

Ernie serves as chair of the Wisconsin Highway Users Conference and is a member of WHSP, Wisconsin's Aggressive Driving Advisory Council, Wisconsin Safety Belt Coalition, Madison Area Safe Communities Coalition, Wisconsin Driver and Traffic Safety Education Association, and the Governor's Blue Ribbon Task Force on Passenger Rail Service.

He values his involvement with WHSP "because of its diverse membership, with complementary areas of expertise represented, WHSP has the potential to be Wisconsin's most important state-level forum for traffic safety information-sharing and common action."

Contact Ernie at (608) 828-2487, or [esttnfld@itis.com](mailto:esttnfld@itis.com).



**Lynn "Duke" Munger**

Green Bay Police  
Department

Duke is in his 24<sup>th</sup> year with the Green Bay Police Department. In 1996, Duke and his partner founded the Traffic Enforcement Unit with a mandate from the police chief to professionally handle traffic complaints. They decided that a community/problem-oriented policing approach might achieve their goals:

- Make effective use of research, education and enforcement tools.
- Work with the community to identify and eliminate traffic hazards and to resolve traffic complaints.
- Foster voluntary compliance with traffic laws.

The unit now has three members who each have special duties. Duke serves as media relations person, committee member, and presenter. Currently he is on the Wisconsin Aggressive Driving Advisory Council, the Law Enforcement Advisory Committee on Licensing and Registration, Uniform Citation Committee, Green Bay PD Advisory Committee, and, of course, WHSP. Duke also teaches Verbal Judo and has been a presenter at the Governor's Conference on Highway Safety.

Contact Duke at (920) 448-3212 or [traffic@ci.green-bay.wi.us](mailto:traffic@ci.green-bay.wi.us).



**Terry Witkowski**

Wisconsin Highway  
Safety Coordinators  
Association

Terry, who recently retired from the Milwaukee Safety Commission and Milwaukee Police Department, is current president of the WHSCA, professional association for safety coordinators from county, Madison and Milwaukee Traffic Safety Commissions (TSC).

Each county is required by state law to have a TSC which meets at least four times a year and brings together local and state expertise. Crash causes are complex, and broad-based TSC membership fosters a coordinated approach. Required representation includes: county highway commissioner; chief law enforcement officer; highway safety coordinator; and medical, legal and education representatives. WisDOT designates representatives for traffic engineering and safety and

from the State Patrol. Additional representation is encouraged, including members of the county highway committee, media, and citizen advocacy groups.

TSCs are most effective when they take direct action, for example:

- Promoting traffic safety activities (e.g., bike rodeos)
- Conducting safety assessments and field reviews
- Alerting appropriate agencies regarding safety problems
- Recommending safety improvements
- Taking positions on safety issues and legislation

The county highway safety coordinator's duties include:

- Providing TSC leadership
- Coordinating local highway safety efforts
- Collecting local traffic data and working on safety legislation
- Raising funds to promote traffic safety

Contact Terry at (414) 481-7976 or [blueskyconsult@cs.com](mailto:blueskyconsult@cs.com).



**Randy Thiel**

Wisconsin Department of  
Public Instruction

Randy is a member of the student services prevention and wellness team within Wisconsin DPI, and, as alcohol traffic safety consultant, he is responsible for administering the department's alcohol and traffic safety (ATS) program. His duties include:

- Overseeing several alcohol traffic safety mini-grant projects for which DPI has provided approximately \$100,000 in funding annually. Projects target such areas as the prevention of underage drinking and driving.
- Reviewing and approving public and private high school driver education program applications. Approved programs are eligible to receive DPI Student Course Completion Certificates, which high school students under the age of 18 need in order to get a probationary driver license.
- Working with DPI staff who send out local Annual Driver Education Categorical Aid Reimbursements to eligible public school districts.
- Planning and implementing professional development workshops and conferences for high school driver education instructors.
- Serving as DPI liaison to outside traffic safety-related committees and workgroups, including the Governor's Highway Safety Advisory Council, WisDOT GDL Steering Committee, Wisconsin Aggressive Driving Advisory Council, Wisconsin Driver and Traffic Safety Education Association, Wisconsin Safety Patrols, Inc., and WHSP.

Contact Randy at (608) 266-9677 or [randall.thiel@dpi.state.wi.us](mailto:randall.thiel@dpi.state.wi.us).

## YES Ambassador

from page 5

experiences and qualities that help young people grow into healthy and productive adults. Youth have opportunities to experience the importance of helping others, and they see that they are valued community members.

BOTS supports *YES Ambassador* because it involves youth in positive activities and helps reduce risky behavior, including unsafe driving. Wisconsin's 1999 *Youth Risk Behavior Survey*, completed by 1,336 urban students statewide, found that the more developmental assets youth have the less likely they are to be involved in risky behavior. The two most influential assets are positive values—including the belief that it is important to help others—and caring about others' feelings.

Contact Aimee Ray, UW-Extension, (608) 265-8976

[raya@admin.uwex.edu](mailto:raya@admin.uwex.edu).

### People Injured or Killed in Alcohol-Related Crashes (1999)

Age	Killed	Injured	Total
Under 10	3	139	142
10-15	3	208	211
16-18	12	646	658
19-20	21	595	616
21-24	52	1,086	1,138
25-34	62	1,587	1,649
35-44	60	1,292	1,352
45-54	33	575	608
55-64	15	212	227
65-74	5	98	103
75 & older	3	59	62
Unknown	1	66	67
<b>Total</b>	<b>270</b>	<b>6,563</b>	<b>6,833</b>

## Resources

from page 8

### Materials

*The Dummy's Guide To Youth Alcohol Programs: A Guide To Outstanding Community Programs*, WisDOT

*Reconnecting Youth and Community: A Youth Development Approach Award-Winning Practices In Prevention*, WCH (see page 5)

*Teaching Your Teens To Drive: A Partnership for Survival*, CD, handbook and video, American Automobile Association, [www.aaatsf.org](http://www.aaatsf.org)

*Promising Practices: Campus Alcohol Strategies Programs of Excellence for America's Colleges and Universities*, The Century Council

*College, Alcohol & Choices: An Essential Conversation Guide for Parents and Students*, WCH (see page 5)

*Building Resiliency: What Works! A Community Guide to Preventing Alcohol and Other Drug Abuse Through Positive Youth Development*, WisDOT

*Drinking and Driving Ends All Dreams (D.E.A.D.)*, Sept. 1999, US DOT 808976

TO PREVENT  
UNDERAGE  
DRINKING  
NATIONAL  
YOUTH SUMMIT

### MADD

#### MADD National Youth Summit 2000

September 29–October 4  
Washington, D.C.

Bringing together 435 young people—one from each congressional district in the US—this summit will address underage drinking, the nation's number one youth drug problem. Youth delegates will interact with elected officials, celebrities and experts. Teens will then present their own top policy solutions at an October 3 national press conference on Capitol Hill and in subsequent meetings with members of Congress.

Sessions will be broadcast live on the Web via streaming video ([autobytel.com](http://autobytel.com)) and summit highlights will appear on MADD's Web site at [www.madd.org/nys](http://www.madd.org/nys).

Issues to be addressed:

- Alcohol availability
- Law enforcement
- Alcohol issues at high schools and colleges
- Underage drinking and impaired driving
- Impact of media messages

Participants can put their creative skills to use in a TV public service announcement (PSA) contest.

Contact MADD-Wisconsin  
(800) 799-MADD  
[dot.state.wi.us](http://dot.state.wi.us).

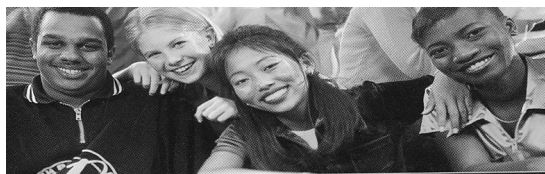
## Wisconsin Department of Transportation

Bureau of Transportation Safety

P.O. Box 7936

Madison, WI 53707

## Resources



### YOUTH ALCOHOL PREVENTION & EDUCATION

#### State

##### **WisDOT–Bureau of Transportation Safety**

(BOTS), Youth Alcohol Program  
[www.dot.state.wi.us](http://www.dot.state.wi.us)

*Anne Nowak*  
Prevention and education  
(608) 266-9394  
[anne.nowak@dot.state.wi.us](mailto:anne.nowak@dot.state.wi.us)

*Mary Miller*  
Law enforcement  
(608) 267-3155  
[mary.miller@dot.state.wi.us](mailto:mary.miller@dot.state.wi.us)

##### **Dane County Sheriffs Office**

*Axel Anderson*  
OWI coordinator  
(608) 284-6933

##### **Wisconsin Clearinghouse for Prevention Resources (WCH)** See page 5

##### **Wisconsin Positive Youth Development**

*Sue Allen*, director  
(715) 335-6100

##### **Resource Center on Impaired Driving**

(800) 862-1048

##### **MADD (Mothers Against Drunk Driving)–Wisconsin**

(920) 929-8485  
(800) 799-MADD,  
[www.madd.org](http://www.madd.org)  
[www2.powercom.net/~maddwi](http://www2.powercom.net/~maddwi)

##### **Center for Injury Prevention**

(800) 344-7580,  
[www.cipsafe.org](http://www.cipsafe.org)

#### National

##### **National Organizations for Youth Safety,** [www.NOYS.com](http://www.NOYS.com)

##### **Insurance Institute for Highway Safety,** [www.hwysafety.org](http://www.hwysafety.org)

##### **National Highway Safety Administration (NHTSA)** [www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

##### **Search Institute,** [www.search-institute.org](http://www.search-institute.org)

##### **National Youth Development Information Center,** [www.nydic.org](http://www.nydic.org)

## Hot Topics

### **26<sup>th</sup> Annual Governor's Conference on Highway Safety**

June 21, Paper Valley Hotel, Appleton

Learn what's going on around the state in all areas of traffic safety.

### **Symposium on *Safe Mobility in an Aging Society***

June 22–23 (following the Governor's Conference), Paper Valley Hotel, Appleton

National and state speakers will address understanding the aging process, developing friendly driving/walking environments, alternative transportation programs, and specialized information and corrective strategies.

**CONTACT:** WisDOT: Joan Fernan, (608) 266-1972, [joan.fernan@dot.state.wi.us](mailto:joan.fernan@dot.state.wi.us), or Mary Timme, (608) 267-4475, [mary.timme@dot.state.wi.us](mailto:mary.timme@dot.state.wi.us).

### **Health Summit 2000**

June 15 & 16, Monona Terrace Community & Convention Center, Madison

National and state experts, plenary sessions, work groups and panel discussions will focus on fostering healthier behavior, creating healthier and safer communities, prevention activities, and designing improved systems for personal and public health.

**CONTACT:** Wisconsin Public Health Association, (800) 545-0635

### **Enforcement for Bicycle Safety Courses**

July 18 & 19, University of Wisconsin-Madison campus

**CONTACT:** Renee Callaway, (608) 263-1034

September 12 & 13, Sheboygan

**CONTACT:** Jeffrey Johnston, (920) 459-3338

16-hour course for police officers. Cost: \$80; includes 124-page course manual. Each officer must bring bicycle and helmet.

### **Alliance's Annual Sharing Conference**

September 11–12, Madison West Marriott

Alliance for Wisconsin Youth's annual statewide meeting includes youth and adults from member alliances and from other organizations that serve/engage youth.

**CONTACT:** Gabrielle Ratte Smith, (800) 442-5772, [SmithGR@dhfs.state.wi.us](mailto:SmithGR@dhfs.state.wi.us).

### **National Collegiate Alcohol Awareness Week**

Third week in October

On over 3,000 campuses nationwide, communities promote personal responsibility and respect for laws related to alcohol use. [www.iaaf.org](http://www.iaaf.org)

### **Revised OWI Enforcement Manual**

An excellent resource on all OWI (operating while intoxicated) aspects. Available from WisDOT Maps and Publications Sales, P.O. Box 7713, Madison, WI 53707-7713. Cost: \$2. A copy has been sent to each Wisconsin law enforcement administrator.